SEC Form 4	
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FORM 4

Class B Common Stock

## UNITED STATES SECURITIES AND EXCHANGE COMMISSION

OMB Number:	3235-0287
Estimated average bure	den
hours per response:	0.5

By

Trust<sup>(6)</sup>

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1,860,355

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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).	Filed pursua	F CHANGE ant to Section 16(a) ection 30(h) of the I	of the S	Securi	ties Exchange	Act of 19		IP	Estima	Number: ated average burde per response:	3235-0287 en 0.5
1. Name and Address of Reporting Person <sup>*</sup> <u>Mark &amp; Robyn Jones Descendants Tr</u> <u>2014</u>	ust 2. Issu Goo 3. Date	er Name <b>and</b> Ticke sehead Insura e of Earliest Transa 3/2023	er or Tra nce,	ading S Inc.	Symbol		c all applicable Director Officer (give below)	e title	X 10% Owner X Other (specify below) bf 10% owner group		
(Last) (First) (Middle) C/O GOOSEHEAD INSURANCE, INC. 1500 SOLANA BLVD., BLDG 4, STE 4500 (Street)	4. If Ar	mendment, Date of	(Month/Day/\	6. Indiv Line) X	6. Individual or Joint/Group Filing (Check Applicable Line) Form filed by One Reporting Person						
WESTLAKE TX 76262 (City) (State) (Zip)		e 10b5-1(c) Check this box to indic the affirmative defense	ate that	a trans	action was mad	le pursuar	it to a contract iction 10.	, instruction or w	vritten pl	lan that is intended	d to satisfy
Table I - N	on-Derivative	Securities Acc	quired	l, Dis	sposed of,	or Ber	neficially	Owned			
1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transa Code ( 8)	action	4. Securities Disposed Of		(A) or	5. Amount of Securities Beneficially Owned Follo		6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	Indirect Beneficial Ownership
	Date	Execution Date, if any	Transa Code (	action	4. Securities		(A) or	5. Amount of Securities Beneficially	wing s)	Form: Direct (D) or Indirect	Indirect Beneficial
	Date	Execution Date, if any	Transa Code ( 8)	action (Instr.	4. Securities Disposed Of	(D) (Instr.	(A) or 3, 4 and 5)	5. Amount of Securities Beneficially Owned Follor Reported Transaction(s	wing s) 4)	Form: Direct (D) or Indirect	Beneficial Ownership
1. Title of Security (Instr. 3)	Date (Month/Day/Year)	Execution Date, if any	Transa Code ( 8) Code	action (Instr.	4. Securities Disposed Of Amount	(D) (Instr. (A) or (D)	(A) or 3, 4 and 5) Price	5. Amount of Securities Beneficially Owned Follor Reported Transaction(s (Instr. 3 and 4	wing s) 4) 88	Form: Direct (D) or Indirect (I) (Instr. 4)	Indirect Beneficial Ownership
1. Title of Security (Instr. 3) Class B Common Stock	Date (Month/Day/Year) 04/18/2023	Execution Date, if any	Transa Code ( 8) Code	action (Instr.	4. Securities Disposed Of Amount 74,054	(D) (Instr. (A) or (D) D	(A) or 3, 4 and 5) Price \$0	5. Amount of Securities Beneficially Owned Follow Reported Transaction(s (Instr. 3 and 4 8,532,08	wing s) 4) 88	Form: Direct (D) or Indirect (I) (Instr. 4)	Indirect Beneficial Ownership
1. Title of Security (Instr. 3) Class B Common Stock Class A Common Stock	Date (Month/Day/Year) 04/18/2023 04/18/2023	Execution Date, if any	Transa Code ( 8) Code C	action (Instr.	4. Securities Disposed Of Amount 74,054 74,054	(D) (Instr. (A) or (D) D A	(A) or 3, 4 and 5) Price \$() \$()	5. Amount of Securities Beneficially Owned Follor Reported Transaction(r (Instr. 3 and 4 8,532,00 74,054	wing s) 4) 88 4	Form: Direct (D) or Indirect (I) (Instr. 4) D <sup>(1)</sup> D <sup>(1)</sup>	Indirect Beneficial Ownership
1. Title of Security (Instr. 3) Class B Common Stock Class A Common Stock Class A Common Stock	Date (Month/Day/Year) 04/18/2023 04/18/2023 04/18/2023	Execution Date, if any	Transa Code ( 8) Code C C S	action (Instr.	4. Securities Disposed Of Amount 74,054 74,054 74,054	(D) (Instr. (A) or (D) D A D	(A) or 3, 4 and 5) Price \$() \$() \$55.26 <sup>(2)</sup>	5. Amount of Securities Beneficially Owned Follow Reported Transaction( (Instr. 3 and 4 8,532,08 74,054 0	wing s) 4) 88 4 4 42	Form: Direct (D) or Indirect (I) (Instr. 4) D <sup>(1)</sup> D <sup>(1)</sup>	Indirect Beneficial Ownership
1. Title of Security (Instr. 3) Class B Common Stock Class A Common Stock Class A Common Stock Class B Common Stock	Date (Month/Day/Year)   04/18/2023   04/18/2023   04/18/2023   04/18/2023   04/18/2023   04/18/2023	Execution Date, if any	Transa Code 8) Code C C S C	action (Instr.	4. Securities Disposed Of Amount 74,054 74,054 74,054 25,946	(D) (Instr. (A) or (D) D A D D D	(A) or 3, 4 and 5) Price \$() \$() \$55.26 <sup>(2)</sup> \$()	5. Amount of Securities Beneficially Owned Follo Reported Transaction(; (Instr. 3 and 4 8,532,00 74,054 0 8,506,14	wing s) 4) 88 4 4 42	Form: Direct (D) or Indirect (I) (Instr. 4) D <sup>(1)</sup> D <sup>(1)</sup> D <sup>(1)</sup> D	Indirect Beneficial Ownership
1. Title of Security (Instr. 3) Class B Common Stock Class A Common Stock Class A Common Stock Class B Common Stock Class A Common Stock	Date (Month/Day/Year)   04/18/2023   04/18/2023   04/18/2023   04/19/2023   04/19/2023	Execution Date, if any	Transa Code ( 8) Code C C S C C C C	action (Instr.	4. Securities Disposed Of Amount 74,054 74,054 74,054 25,946 25,946	(D) (Instr. (A) or (D) D A D D D D A A	(A) or 3, 4 and 5) Price \$0 \$0 \$55.26 <sup>(2)</sup> \$0 \$0	5. Amount of Securities Beneficially Owned Follo Reported Transaction(* (Instr. 3 and 4 8,532,01 74,054 0 8,506,14 25,946	wing s) 4) 888 4 4 42 6	Form: Direct (D) or Indirect (I) (Instr. 4) D <sup>(1)</sup> D <sup>(1)</sup> D <sup>(1)</sup> D D	Indirect Beneficial Ownership
1. Title of Security (Instr. 3) Class B Common Stock Class A Common Stock Class A Common Stock Class B Common Stock Class A Common Stock Class A Common Stock	Date (Month/Day/Year)   04/18/2023   04/18/2023   04/18/2023   04/19/2023   04/19/2023	Execution Date, if any	Transa Code ( 8) Code C C S C C C C	action (Instr.	4. Securities Disposed Of Amount 74,054 74,054 74,054 25,946 25,946	(D) (Instr. (A) or (D) D A D D D D A A	(A) or 3, 4 and 5) Price \$0 \$0 \$55.26 <sup>(2)</sup> \$0 \$0	5. Amount of Securities Beneficially Owned Follo Reported Transaction(s (Instr. 3 and 4 8,532,08 74,054 0 8,506,14 25,946 0	wing s) 4) 888 4 4 42 5 5	Form: Direct (D) or Indirect (I) (Instr. 4) D <sup>(1)</sup> D <sup>(1)</sup> D <sup>(1)</sup> D D D D D	Indirect Beneficial Ownership
1. Title of Security (Instr. 3) Class B Common Stock Class A Common Stock Class A Common Stock Class B Common Stock Class A Common Stock Class A Common Stock Class A Common Stock	Date (Month/Day/Year)   04/18/2023   04/18/2023   04/18/2023   04/19/2023   04/19/2023	Execution Date, if any	Transa Code ( 8) Code C C S C C C C	action (Instr.	4. Securities Disposed Of Amount 74,054 74,054 74,054 25,946 25,946	(D) (Instr. (A) or (D) D A D D D D A A	(A) or 3, 4 and 5) Price \$0 \$0 \$55.26 <sup>(2)</sup> \$0 \$0	5. Amount of Securities Beneficially Owned Follo Reported Transaction(; (Instr. 3 and 4 8,532,01 74,054 0 8,506,14 25,946 0 196,50	wing s) 4) 888 4 42 65 11 -9	Form: Direct (D) or Indirect (I) (Instr. 4) D <sup>(1)</sup> D <sup>(1)</sup> D D D D D D D D D	Indirect Beneficial Ownership
1. Title of Security (Instr. 3) Class B Common Stock Class A Common Stock Class A Common Stock Class B Common Stock Class A Common Stock Class A Common Stock Class A Common Stock Class B Common Stock	Date (Month/Day/Year)   04/18/2023   04/18/2023   04/18/2023   04/19/2023   04/19/2023	Execution Date, if any	Transa Code ( 8) Code C C S C C C C	action (Instr.	4. Securities Disposed Of Amount 74,054 74,054 74,054 25,946 25,946	(D) (Instr. (A) or (D) D A D D D D A A	(A) or 3, 4 and 5) Price \$0 \$0 \$55.26 <sup>(2)</sup> \$0 \$0	5. Amount of Securities Beneficially Owned Follow Reported Transaction(* (Instr. 3 and 4 8,532,01 74,054 0 8,506,14 25,946 0 196,50 182,34	wing s) 4 888 4 4 42 5 5 9 0	Form: Direct (D) or Indirect (I) (Instr. 4) D <sup>(1)</sup> D <sup>(1)</sup> D <sup>(1)</sup> D D D D D D D <sup>(4)</sup>	Indirect Beneficial Ownership

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transa Code ( 8)		of Deri Seci Acq (A) o Disp of (E	umber vative urities uired or oosed 0) (Instr. and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title an Securities Derivative (Instr. 3 an	d Amount of Underlying Security nd 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	v	(A)	(D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares				
LLC Units in Goosehead Financial, LLC	<b>\$</b> 0.0	04/18/2023		С			74,054	(7)	(7)	Class A Common Stock	74,054	\$0	8,532,088	D <sup>(1)</sup>	
LLC Units in Goosehead Financial, LLC	\$0.0	04/19/2023		С			25,946	(7)	(7)	Class A Common Stock	25,946	\$0	8,506,142	D	
LLC Units in Goosehead Financial, LLC	\$0.0							(7)	(7)	Class A Common Stock	182,349		182,349	D <sup>(4)</sup>	
LLC Units in Goosehead Financial, LLC	\$0.0							(7)	(7)	Class A Common Stock	132,349		132,349	D <sup>(5)</sup>	
LLC Units in Goosehead Financial, LLC	\$0.0							(7)	(7)	Class A Common Stock	1,860,355		1,860,355	I	By Trust <sup>(6)</sup>

	ss of Reporting Personness of Reporting Personness Desce	endants Trust 2014
(Last)	(First)	(Middle)
C/O GOOSEHE	AD INSURANCI	E, INC.
1500 SOLANA	BLVD., BLDG 4,	STE 4500
(Street)		
WESTLAKE	TX	76262
(City)	(State)	(Zip)
1. Name and Addres Jones Mark F	ss of Reporting Perso <u>Van</u>	on <sup>*</sup>
(Last)	(First)	(Middle)
C/O GOOSEHE	AD INSURANCI	E, INC.
1500 SOLANA	BLVD., BUILDIN	NG 4, STE 4500
(Street)		
WESTLAKE	ТХ	76262
(City)	(State)	(Zip)
	ss of Reporting Perso Mary Elizabet	
(Last)	(First)	(Middle)
C/O GOOSEHE	AD INSURANCI	E, INC.
1500 SOLANA	BLVD., BUILDI	NG 4, STE 4500
(Street)		
WESTLAKE	TX	76262
(City)	(State)	(Zip)

## Explanation of Responses:

1. Reflects shares of Class A Common Stock, shares of Class B Common Stock or LLC Units, as applicable, held (i) directly by the Mark & Robyn Jones Descendants Trust 2014 and (ii) indirectly by Mark Evan Jones and Robyn Mary Elizabeth Jones, who serve as trustees of the Mark & Robyn Jones Descendants Trust 2014 and whose immediate family members are beneficiaries of the Mark & Robyn Jones Descendants Trust 2014.

2. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$55.00 to \$55.85, inclusive. The reporting person undertakes to provide to the issuer, any security holder of the issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote to this Form 4.

3. The price reported in Column 4 is a weighted average price. These shares were sold in multiple transactions at prices ranging from \$55.00 to \$55.51, inclusive. The reporting person undertakes to provide to the issuer, any security holder of the issuer, or the staff of the Securities and Exchange Commission, upon request, full information regarding the number of shares sold at each separate price within the range set forth in this footnote to this Form 4.

4. Reflects shares of Class A Common Stock, shares of Class B Common Stock or LLC Units, as applicable, held directly by Mark Evan Jones, and does not reflect Class A Common Stock, shares of Class B Common Stock or LLC Units, as applicable, held by his spouse, Robyn Mary Elizabeth Jones, who is independently a reporting person of the issuer.

5. Reflects shares of Class A Common Stock, shares of Class B Common Stock or LLC Units, as applicable, held directly by Robyn Mary Elizabeth Jones, and does not reflect Class A Common Stock, shares of Class B Common Stock or LLC Units, as applicable, held by her spouse, Mark Evan Jones, who is independently a reporting person of the issuer.

6. Reflects shares of Class B Common Stock or LLC Units, as applicable, held indirectly by Mark Evan Jones and Robyn Mary Elizabeth Jones, who serve as trustees of various trusts and whose immediate family members are beneficiaries of such trusts.

7. Each LLC Unit, together with a share of Class B Common Stock, may be converted by the holder into one share of Class A Common Stock at any time. The LLC Units do not expire.

Remarks:

/s/ P. Ryan Langston, as04/20/2023Attorney-in-Fact for Robyn04/20/2023Mary Elizabeth Jones04/20/2023/s/ P. Ryan Langston, as04/20/2023Attorney-in-Fact for Mark &<br/>201404/20/2023/s/ P. Ryan Langston, as04/20/2023Attorney-in-Fact for Mark Evan<br/>Jones04/20/2023

\*\* Signature of Reporting Person Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

 $^{\ast}$  If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

\*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.